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Applicant:	William E. Harvey, et al.	Docket No.:	17373
Serial No.:	10/020,637	Group No.:	2161
Confirmation No.:	9222	Examiner:	Unknown
Filed:	December 14, 2001	Date:	March 14, 2002
For:	METHOD FOR ESTIMATING THE EFFECT OF CHARACTERISTICS ON PRODUCT PREFERENCE AND/OR CONCEPT PERFORMANCE		

**Information Disclosure Statement Pursuant to 37 C.F.R. 1.97(b)
Before First Office Action or Within Three Months of Filing Date**

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ASSISTANT COMMISSIONER FOR PATENTS

Washington, D.C. 20231

Sir:

Pursuant to 37 C.F.R. 1.56 and in accordance with 37 C.F.R. 1.97 et seq., Applicants, through and by their attorneys, hereby wish to direct the Examiner's attention to the documents listed on the attached modified PTO Form 1449 and the copies of those documents presented herewith for the Examiner's review and convenience.

By inclusion of any given document in this Information Disclosure Statement, Applicants in no way admit that such document is effective as prior art against the above-identified application under either 35 U.S.C. 102 or 35 U.S.C. 103.

Additionally, submission of any document is not to be taken as an admission of the materiality of the document to the prosecution of the present application.

The Examiner is requested to review each cited document and personally determine its prior art status.

Applicants recommend that the Examiner conduct an independent search for any and all available material prior art and independently review the results of such search and the documents cited within this Statement.

Applicants request the Examiner, in accordance with 37 C.F.R. 1.97, to indicate and make of record receipt and review of all of these documents by initialing the appropriate box in the accompanying PTO-1449. Applicants request that the undersigned receive a copy of the initialed PTO-1449.

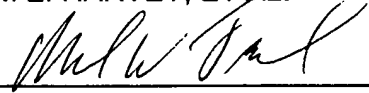
If the Examiner refuses to consider any or all of the herein submitted materials because it is the Examiner's opinion that this Information Disclosure Statement is not in compliance with 37 C.F.R. 1.97, Applicants respectfully request that the Examiner notify the undersigned, in writing, as to the basis of such opinion.

Please charge any prosecutorial fees which are due to Kimberly-Clark Worldwide, Inc. deposit account number 11-0875.

The undersigned may be reached at: 920-721-8863.

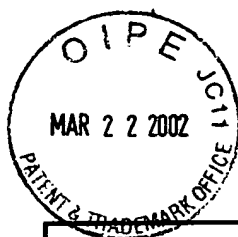
Respectfully submitted,

WILLIAM E. HARVEY, ET AL.

By: _____

Randall W. Fieldhack

Registration No.: 43,611

List of Patents and Publications for Information Disclosure Statement

Applicant(s): William E. Harvey, et al.
 Serial No.: 10/020,637
 Filed: December 14, 2001

Docket No.: 17373
 Group: 2161
 Examiner: Unknown

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Other Documents		
Initials		Author, Title, Date, Pages, etc.
	A1	"Attributable Effect," Internet web page http://www.marketfacts.com/publications/ , viewed and printed March 13, 2002, pp. 1-15.
	A2	"Statistical Analyses of Extreme Proportions," No. 50, page 10 of 13 and "Estimation of the Effect of Attributes on Overall Liking," No. 57, page 11 of 13, Internet web page, http://www.marketfacts.com/publications/contents.shtml , viewed and printed March 13, 2002.

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EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include a copy of this form with your next communication.

Examiner:

Date Considered: